

ABSTRACT

ABIYAKZA DWIPA SON OF IBRAHIM. (2023). THE INFLUENCE OF ECONOMIC LITERACY ON THE CONSUMPTIVE BEHAVIOR OF TASIKMALAYA PEOPLE: THE VEBLER EFFECT THEORY APPROACH TO THE PRODUCTIVE SOCIETY OF TASIKMALAYA Department of Economic Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya. Under the guidance of Hj. Heti Suherti, Dra., M.M. and Sri Hardianti Sartika, M.Pd.

The focus of this research is to examine the influence of economic literacy on consumer behavior using the Veblen Effect theory as an approach Tasikmalaya people. The method used in this research is a quantitative method by collecting data through distributing questionnaires. Out of a total population of 781,395 people, only 382 people were sampled in this study. Determining the size of the sample was based on proporsionate stratified random sampling using the Krejcie and Morgan formula. Data analysis techniques use simple linear regression analysis and hypothesis testing (t test and coefficient of determination r^2). The results of the study show that economic literacy has a significant influence on consumptive behavior. A high level of economic literacy can assist individuals or communities in making wiser consumption decisions. Conversely, if someone has low economic literacy, this can lead to uncontrolled consumptive behavior.

Keywords: Economic Literacy, Consumptive Behavior, Society, Veblen Effect